



WXYZ

ORDER

Print Date 10/23/12

Page 1 of 2

Flight Dates **10/24/12-10/30/12**

Contract / Revision **315407 /**
Original Date / Revision
 10/19/12 10/22/12
Advertiser **Taj / Democrat / Congress**

Agency **Barlow Communications**
Buying Contact

20360 Harper Ave
Harper Woods, MI 48225

Product
Dr. Taj for Congress - NEGATIVE A
Agency Com 15%
Billing Contact
20360 Harper Ave
Harper Woods, MI 48225

Sales Office WXYZL
Sales Region LOC
Agency Ref

Order Sep 00:20:00
Estimate # **NEGATIVE**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-3
Advertiser Ref

Primary Account Executive
 Arin Starr

Account Executive	Order%	Start Date	End Date
Arin Starr	100%		

Order Share 25% Market Value 59400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	14850
WDWB	%	0
WJBK	25%	14850
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	25%	14850

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	11	\$9,605.00	\$11,300.00	0.00	10/01/12	10/28/12	11	\$9,605.00	\$11,300.00
November 2012	4	\$3,017.50	\$3,550.00	0.00	10/29/12	10/30/12	4	\$3,017.50	\$3,550.00
Totals	15	\$12,622.50	\$14,850.00	0.00					

													<div>Totals</div>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/24/12	10/30/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MTWTF--	:30	1	\$900.00	P-3	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	--WTF--	1		\$900.00		0.00					
Week:		10/29/12	11/04/12	MT-----	1		\$900.00		0.00					
N 2	WXYZ	10/24/12	10/28/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$500.00	P-3	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/22/12	10/28/12	-----S-	1		\$500.00		0.00					
N 3	WXYZ	10/24/12	10/28/12		CM	Sun 8-930am	-----S	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Action News SUN 8am											
				Action News SUN 8am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S			1			\$450.00			0.00		
N 4	WXYZ	10/24/12	10/30/12	12-1pm	CM	12-1pm	MTWTF--	:30	1	\$650.00	P-3	0.00	NM	2	\$1,300.00
				M-F 12-1pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--			1			\$650.00			0.00		
Week:		10/29/12	11/04/12	MT-----			1			\$650.00			0.00		
N 5	WXYZ	10/29/12	10/30/12	M-F 2p-3p	CM	2-3pm M-F	MT-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				2-3pm General Hospital											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----			1			\$800.00			0.00		
N 6	WXYZ	10/24/12	10/28/12	5p News	CM	5-6pm M-F	--WTF--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				5-6pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--			1			\$1,200.00			0.00		
N 7	WXYZ	10/24/12	10/28/12	6p News	CM	6-630pm M-F	--WTF--	:30	1	\$1,300.00	P-3	0.00	NM	1	\$1,300.00
				6-630pm M-F											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--			1			\$1,300.00			0.00		
N 8	WXYZ	10/29/12	10/30/12	7p News	CM	7-730pm M-F	MT-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
				M-F 7-730p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/29/12	11/04/12	MT-----			1			\$1,200.00			0.00		
N 9	WXYZ	10/28/12	10/28/12	Early News Su	CM	6-630pm Sun	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
				Su 6-630p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	-----S			1			\$1,000.00			0.00		
N 10	WXYZ	10/24/12	10/28/12	Access M-F 730-8pm	CM	730-8pm M-F	--WTF--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
				M-F 730-8pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--			1			\$2,000.00			0.00		
N 11	WXYZ	10/24/12	10/28/12	Late News M-Su	CM	11-1135pm M-Sun	--WTFSS	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				11pm Action News Updat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTFSS			1			\$2,500.00			0.00		
N 12	WXYZ	10/24/12	10/28/12	M-F 1205a-105a	CM	1205am-105am M--	--WTF--	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
				Jimmy Kimmel Live											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/22/12	10/28/12	--WTF--			1			\$200.00			0.00		
N 13	WXYZ	10/28/12	10/28/12	Sports Update 1130-12n	CM	1130pm-12am	-----S	:30	1	\$600.00	P-3	0.00	NM	1	\$600.0